





# Evolution of the concept in Europe : from Factory Outlet Centres to outlet villages

	1st generation centres	2nd generation centres	3rd generation centres	4th generation centres
	Appeared in France in 1983	Appeared in the UK in 1992	Appeared in the UK in 1995	Appeared in the UK in the late 1990s
<b>Marketing Strategy</b>	<ul style="list-style-type: none"> <li>Name : "Factory Outlet Centres"</li> <li>Little involvement of developers in business management</li> <li>Heterogeneous offer</li> <li>Lack of transparency on product origin &amp; quality</li> <li>Low brand visibility</li> <li>Random price reductions</li> <li>No "ancillary" services</li> <li>Advertising based on word-of-mouth</li> </ul>	<ul style="list-style-type: none"> <li>Name : "Factory Outlet Centres"</li> <li>Heavy involvement of developers in business management</li> <li>More rigorous brand selection (average to high-end)</li> <li>Promotion of the brands</li> <li>Regulated price reductions</li> <li>Relatively limited service offer</li> <li>Media advertising</li> </ul>	<ul style="list-style-type: none"> <li>Name : "Outlet villages"</li> <li>Improved brand selection</li> <li>Increased brand promotion</li> <li>Improved shopping comfort</li> <li>Efforts to develop customer loyalty in a highly competitive market</li> </ul>	<ul style="list-style-type: none"> <li>Name : "Outlet villages"</li> <li>High-end and luxury brand selection</li> <li>Fun shopping</li> <li>Theme centres</li> <li>Improved service offer</li> </ul>
<b>Architecture</b>	<ul style="list-style-type: none"> <li>Warehouse look</li> <li>Stark interior layout and furnishing</li> </ul>	<ul style="list-style-type: none"> <li>Stylish architecture</li> <li>Layout of commercial units identical to "traditionnal" shops</li> </ul>	<ul style="list-style-type: none"> <li>"Village" look</li> <li>Higher concern for architecture and quality of space</li> </ul>	<ul style="list-style-type: none"> <li>"Village" look</li> <li>High-end layout</li> <li>Environmental respect</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>Manufacturing cities</li> <li>Large metropolitan areas</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing cities</li> <li>Large metropolitan areas</li> </ul>	<ul style="list-style-type: none"> <li>Tourist areas or areas located on the path of tourist flows</li> <li>Large metropolitan areas</li> </ul>	<ul style="list-style-type: none"> <li>Tourist areas or areas located on the path of tourist flows</li> <li>Large metropolitan areas</li> </ul>
<b>Visitors</b>	Primarily local customers	Primarily local customers	Primarily tourists	Primarily tourists
				

Sector restructuring and arrival of specialised developers

Usines Center Paris Nord 2 (France)

Marques Avenue Troyes (France)

Bicester Village (UK)

Freeport Alcochete (Portugal)